



DEPARTMENT OF TOURISM, CULTURE AND ARTS OF MANILA

CITIZEN'S CHARTER

2019 (1st Edition)



- I. **Mandate:** The Department of Tourism Culture and Arts of Manila (DTCAM) shall be responsible in the efficient and effective implementation of its approved policies, plans and programs with respect to tourism, arts and culture.

Towards this end, the DTCAM shall:

- a. Formulate, monitor, implement and/or coordinate tourism's plans and programs;
- b. Monitor and conduct accreditation of tourism-oriented and related facilities and service providers;
- c. Conduct capability building trainings for tourism's front liners;
- d. Establish and maintain tourism information management system and web portal for the city;
- e. Form and establishes linkage and networking with national government agencies, Non-Governmental Organizations (NGOs) and People's Organization (Pos) in planning and implementing tourism activities;
- f. Conducts inventory of existing cultural and heritage properties in conjunction with other department.
- g. Advocate responsible culture of tourism among the students and all tourism stakeholders;
- h. Perform such other functions related to sustainable tourism development;
- i. Prepares an annual plan on culture and arts, and make programs so as recommendations to develop local cultural and artistic talents;
- j. Ensures the protection, preservation and conservation of the local, cultural and historical heritage;
- k. In coordination with the private sector, conducts cultural events such as, cultural festivals, competitions, lectures, seminars, tours and symposia and sets up exhibits during fiesta and other related activities;
- l. Produce promotional and marketing collaterals; and
- m. Represents the City of Manila tourism-related activity.

II. **Vision:** A Department that is committed to strengthen and boost the tourism of Manila as an engine of growth and employment; and to ensure and support the preservation of arts and culture.

III. **Mission:** To instill national and local pride by promoting Manila as the gateway to the Philippines, and be a role model to other cities; to enhance the knowledge and appreciation of the City's cultural tourism through exhibitions.

IV. **Service Pledge**

We commit: To fully implement sustainable tourism practices, consistent with the best environment and heritage protection standards, such that our present tourism resource requirements optimize both local community benefit and future sustainable issues.



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DEPARTMENT OF TOURISM, CULTURE AND ARTS OF MANILA

ECONOMIC SERVICES



1. TOURISM PROMOTION

- This service promotes tourism in the City of Manila.
- Produce promotional and marketing collaterals

Office or Division:	PROMOTION SERVICES DIVISION (Committee on Tourism/Sales and Marketing)			
Classification:	COMPLEX			
Type of Transaction:	G2C – Government to Client			
Who may avail:	<ul style="list-style-type: none"> - PRIVATE / PUBLIC INDIVIDUALS OR GROUPS - TOURISM PROFESSIONALS/TOURISM RELATED ESTABLISHMENTS 			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
Official Letter Request		Provided by the requesting party		
CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Letter of Intent	1.1 Receive Letter	None	1 min.	Receiving Clerk
	1.2 Evaluate proposal		1 day	Chief Tourism Operations Officer
	1.3 Prepare estimated budget of expenditures		1 day	Chief Administrative Officer
	1.4 Conduct Inter-Agency Tasking		1 day	Project Officer
	1.5 Execute project		1 day	Head, DTCAM
	TOTAL	None	4 days, 1 min.	



2.1 License to Operate

Issuance of License to Operate for Tourism Related Establishments

Office or Division:	Committee on Tourism
Classification	Complex
Type of Transaction:	Government to Businesses
Who may avail:	Tourism Related Establishments - Travel Agency, Tourist Transport Operator, Ticketing Office, Booking Office, Travel Consultancy Services, Hotels, Apartels, Lodging House, Pension Inn
CHECKLIST OF REQUIREMENTS	
WHERE TO SECURE	
<p>I. License to Operate for: Hotel, Apartel, Lodging Inn, Pension House</p> <p>A. NEW APPLICATION</p> <ol style="list-style-type: none"> 1. Application Form 2. Certificate of Business Name Registration/SEC Registration 3. Brgy. Clearance 4. Contract of lease/Proof of ownership 5. Location Plan 6. Notarized Authority to transact/sign from General Manager & Copy of Valid ID 7. Notarized Certification from General Manager that Employees have no criminal record including all employee's name, position, nationality, work experience, and 1x1 picture for each 8. Comprehensive General Liability Insurance (CGL) 9. Alien Personnel Working Visa (if applicable) 10. F & B Prices & Menu (if applicable) 11. Occupancy Permit 12. Fire Safety Inspection 13. Electrical Certificate 14. Sanitary Permit 15. Inspection approval from Committee on Tourism <p>B. RENEWAL</p> <ol style="list-style-type: none"> 1. Latest Diploma Type License Certificate 2. Municipal License receipt for the current year 3. Comprehensive General Liability Insurance (CGL) 4. Notarized Authority to transact/sign from General Manager & Copy of Valid ID 5. Notarized Certification from General Manager that Employees have no criminal record including all employee's name, position, nationality, work experience, and 1x1 picture for each 6. Copy of previous year's Occupancy Permit/Annual Inspection Report, Fire Safety Inspection Certificate (FSIC), Electrical Certificate, Sanitary Permit 7. Accomplished DOT-Tourism Monthly Statistic Form 8. Inspection approval from Committee on Tourism 	<p>A. NEW APPLICATION</p> <ol style="list-style-type: none"> 1. Bureau of Permits 2. DTI/SEC 3. Barangay Office 4. Lessor/Assessor's Office 5. Google map 6. From applicant 7. From applicant 8. Insurance Provider 9. Bureau of Immigration/ Dept of Labor and Employment 10. Applicant's restaurant 11. Dept of Engineering 12. Bureau of Fire Protection 13. Dept of Engineering 14. Manila Health Department 15. DTCAM – Committee on Tourism <p>B. RENEWAL</p> <ol style="list-style-type: none"> 1. Applicant's copy from previous year 2. Applicant's copy from current year 3. Insurance provider 4. From applicant 5. From applicant 6. Applicant's copy from previous year 7. DTCAM – Committee on Tourism 8. DTCAM – Committee on Tourism



<p>II. License to Operate for:</p> <p>Travel Agencies, Ticketing Office, Booking Office, Travel Consultancy Services</p> <p>A. NEW APPLICATION</p> <ol style="list-style-type: none"> 1. Application Form 2. Certificate of Business Name Registration/SEC Registration 3. Barangay Clearance 4. Contract of lease/Proof of ownership 5. Location Plan 6. Notarized Authority to transact/sign from General Manager & Copy of Valid ID 7. Notarized Certification from General Manager that Employees have no criminal record including all employee's name, position, nationality, work experience, and 1x1 picture for each 8. Comprehensive General Liability Insurance (CGL) 9. Alien Personnel Working Visa (if applicable) 10. Surety Bond (For Travel Agency only) 11. Bank Certification (1.2M) (For Travel Agency only) 12. Contract with ticket provider (For Ticketing Office only) 13. List of Tour Guides 14. Inspection approval from Committee on Tourism <p>B. RENEWAL</p> <ol style="list-style-type: none"> 1. Latest Diploma Type License Certificate 2. Municipal License receipt for the current year 3. Comprehensive General Liability Insurance (CGL) 4. Surety Bond of the current year (For Travel Agency only) 5. Notarized Authority to transact/sign from General Manager & Copy of Valid ID 6. Notarized Certification from General Manager that Employees have no criminal record including all employee's name, position, nationality, work experience, and 1x1 picture for each 7. Inspection approval from Committee on Tourism 	<p>A. NEW APPLICATION</p> <ol style="list-style-type: none"> 1. Bureau of Permits 2. DTI/SEC 3. Barangay Office 4. Lessor/Assessor's Office 5. Google map 6. From applicant 7. From applicant 8. Insurance Provider 9. Bureau of Immigration/ Dept of Labor and Employment 10. Insurance Provider 11. Applicant's local bank 12. Applicant's ticket provider 13. From applicant 14. DTCAM – Committee on Tourism <p>B. RENEWAL</p> <ol style="list-style-type: none"> 1. Applicant's copy from previous year 2. Applicant's copy from current year 3. Insurance provider 4. Insurance provider 5. From applicant 6. From applicant 7. DTCAM – Committee on Tourism
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<p>III. License to Operate for: Tourist Transport Operators</p> <p>A. NEW APPLICATION</p> <ol style="list-style-type: none"> 1. Application Form 2. Certificate of Business Name Registration/SEC Registration 3. Barangay Clearance 4. Contract of lease/Proof of ownership 5. Location Plan 6. Notarized Authority to transact/sign from General Manager & Copy of Valid ID 7. Notarized Certification from General Manager that Employees 66 have no criminal record including all employee's name, position, nationality, work experience, and 1x1 picture for each 8. Comprehensive General Liability Insurance (CGL) 9. Alien Personnel Working Visa (if applicable) 10. Surety Bond 11. Bank Certification 12. List of Tour Guides; if applicable 13. Transportation Franchise 14. Copy of Vehicle's OR/CR 15. Copy of Driver's License of respective drivers 16. Inspection approval from Committee on Tourism <p>B. RENEWAL</p> <ol style="list-style-type: none"> 1. Latest Diploma Type License Certificate 2. Municipal License receipt for the current year 3. Comprehensive General Liability Insurance (CGL) 4. Surety Bond of the current year 5. Notarized Authority to transact/sign from General Manager & Copy of Valid ID 6. Notarized Certification from General Manager that Employees have no criminal record including all employee's name, position, nationality, work experience, and 1x1 picture for each 7. Transportation Franchise 8. Inspection approval from Committee on Tourism 	<p>A. NEW APPLICATION</p> <ol style="list-style-type: none"> 1. Bureau of Permits 2. DTI/SEC 3. Barangay Office 4. Lessor/Assessor's Office 5. Google map 6. From applicant 7. From applicant 8. Insurance Provider 9. Bureau of Immigration/ Dept of Labor and Employment 10. Insurance Provider 11. Applicant's local bank 12. From applicant 13. LTFRB 14. Land Transportation Office 15. Land Transportation Office 16. DTCAM – Committee on Tourism <p>B. RENEWAL</p> <ol style="list-style-type: none"> 1. Applicant's copy from previous year 2. Applicant's copy from current year 3. Insurance provider 4. Insurance provider 5. From applicant 6. From applicant 7. LTFRB 8. DTCAM – Committee on Tourism
<p>IV. TOUR GUIDE ID</p> <ol style="list-style-type: none"> 1. Occupational Permit of the current year 2. Official receipt of all payments made 3. ID picture (1x1) 4. DOT seminar 5. Diploma Type License Certificate of the previous year (for renewal) 	<ol style="list-style-type: none"> 1. Bureau of Permits 2. City Treasurer's Office 3. From applicant 4. Dept of Tourism 5. Applicant's copy from previous year



CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Submit requirements to Committee on Tourism	1.1 Verify documents submitted	None	10-20 minutes	Committee on Tourism staff
2. Prepare for inspection of business premises	2.1 Inspection of business establishment	None	1-2 hours	Committee on Tourism inspection team
3. Pay Registration Fee	3.1 Issue payment stub	P1,000.00	5 minutes	City Treasurer's Office
4. Processing of Diploma-type License to Operate (upon completion of requirements and inspection approval)	4.1 Process Diploma for approval and signature	None	3-5 days	Committee on Tourism Chairman, Vice Chairman and Members; Committee on Tourism staff
5. Claim Diploma	Release License to Operate	None	10 minutes	Committee on Tourism staff



2. EVENTS

Service Information

- Providing entertainment through the music of Manila City Band during courtesy calls and other official activities of the City.
- Takes charge of the special projects dealing with the city's educational and other promotional plans.

Office or Division:	CULTURAL AND SPECIAL EVENTS DIVISION			
Classification:	SIMPLE / COMPLEX			
Type of Transaction:	Government to Citizens, Government to Businesses and Government to Government			
Who may avail:	PRIVATE / PUBLIC INDIVIDUALS OR GROUPS			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
Official Letter Request		Provided by the requesting party		
CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSONS RESPONSIBLE
Official letters from the requesting party	-Evaluation of proposal -execution of the project upon favorable evaluation	N/A	Immediately upon the receipt of the letter	Ms. KIM CARELL P. SIMBAHAN (Culture and Arts) Ms. IMELDA I. CAPULONG (Special Events)



3. TOURISM MATTERS

Service Information

- Takes the lead in receiving and entertaining foreign and local guests of the city.
- Tour Guiding (Study Tour)

Office or Division:	TOURISM SERVICES DIVISION to include the Manila International and Domestic Affairs Section or MIDAS			
Classification:	SIMPLE / COMPLEX			
Type of Transaction:	Government to Citizens, Government to Businesses and Government to Government			
Who may avail:	GOVERNMENT AND PRIVATE / PUBLIC INDIVIDUALS OR GROUPS			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
Official Letter Request, Name and List of Participants		Provided by the requesting party		
CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
-Official letters from the requesting party, email, phone calls, meetings, inter-agency tasking and Courtesy Calls.	LGU, NGA, NGO and various organizations	N/A	Immediately upon the receipt of the letter	Ms. GLORIA B. GARCIA
-Letter of Intent from would be sister cities	Local government units, Cities from foreign countries	n/a	Dependent upon the action of the City Council of Manila	Ms. MARIA CORAZON A. TAMAYO



4. EXHIBITS

Service Information

- Ensures the protection, preservation and conservation of the local, cultural and historical heritage;

Office or Division:	MUSEO NG MAYNILA			
Classification:	SIMPLE / COMPLEX			
Type of Transaction:	Government to Citizens, Government to Businesses and Government to Government			
Who may avail:	PRIVATE / PUBLIC INDIVIDUALS OR GROUPS			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
		MUSEO NG MAYNILA		
CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Official communication/ Letter of Intent to DTCAM	-Evaluation of proposal -execution of the project upon favorable evaluation	none	Immediately upon receipt	Ms. FLORDELIZA T. VILLASENOR



FEEDBACK AND COMPLAINTS MECHANISM	
How to send feedback?	<ol style="list-style-type: none"> 1. Write a letter address to the Office. 2. Answer the client feedback form and drop it at the designated drop box in front of the office. <p>Contact info: Email Address:dtcamanila@gmail.com Telephone Nos.: 53105224 / 53105158 / 53101542 / 53102048</p>
How feedbacks are processed?	<p>Every Friday, the assigned officer opens the drop box and compile all feedback submitted.</p> <p>-Feedback requiring replies are forwarded to the Office of Officer-In-Charge, DTCAM within the day of the receipt.</p>
How to file a complaint?	<p>Answer the client complaint form and drop it at the designated drop box in front of the office.</p> <p>Complaint can also be filed via telephone or thru email. Make sure to provide the following information:</p> <p><i>Name of person being complain</i> <i>Incident</i> <i>Evidence</i></p>
How complaints are processed?	<p>The complaint officer opens the drop box on a daily basis and evaluates each complaints;</p> <p>Upon evaluation, the complaint officer shall start the investigation and forward the complaint to the relevant office for their explanation;</p> <p>The complaint officer will create a report after the investigation and shall submit it to the Officer-In-Charge;</p> <p>The complaint officer will give the feedback to the client.</p>
Contact Information	<p>Email us at dtcamanila@gmail.com Telephone Numbers: 53105224 / 53105158 / 53101542 / 53102048</p>



Division	Address	Contact Information
ADMINISTRATIVE SERVICES	Rm. 140, Manila City Hall, along Taft Avenue, Manila	53105224
PROMOTION SERVICES (Committee on Tourism/Sales and Marketing)	-do-	53105158
CULTURE AND SPECIAL EVENTS	-do-	53105224
TOURISM SERVICES (Manila International Relations and Domestic Affairs)	-do-	53101542
ARTS (Museo ng Maynila)	-do-	53102048